

C O R P O R A T E M E M B E R S H I P

CAFÉ IS A COMMUNITY

Be an active part of your corporate café future

THE CAFÉ OWNERS AND BARISTA ASSOCIATION OF AUSTRALIA (COBAA)

LAUNCHED IN FEBRUARY 2014 AS AN INDUSTRY BODY TO REPRESENT THE INTERESTS OF INDEPENDENT CAFES AND FRANCHISED CAFES THROUGHOUT AUSTRALIA.

Join Today! 

WHY SHOULD I JOIN COBAA?

As a valued member of COBAA you will be part of a larger community of café suppliers whom, like yourself, wish for improved industry lead communication, focused small business café services as well as up to date café owner and barista news and information.

Café owner & barista focused, COBAA provides assistance to businesses looking for help from you our valued café service providers. While most enquiries are about café services to major and minor café markets, COBAA can provide leads on café product manufacturing, financial, insurance, job placement and other marketing related services.

COBAA will harness the collective strength of its café member base to drive change, to assist café owners and baristas in seeking improved leases, financial services, effective low cost job placement and café insurance services. This industry body plans to meet local café needs via working directly with other associations, key café suppliers, distributors, franchised operators, café events, media and the financial services sector to provide Australian cafés with real benefits.

COBAA members can rely on the Association to provide current information on the trends and changes within the café industry and to represent their position in times of concern. The Association is currently devising a new set of business awareness services for cafés and baristas that will be offered to all sectors of the café industry.

COBAA Directorship subscribes to a Code of Ethics requiring them to uphold professional standards of representation and has many leading café figures that will assist in shaping the Australian café market in 2014.

WHAT ARE THE MAIN BENEFITS OF JOINING COBAA AND WHICH CORPORATE LEVEL BEST SUITS?

PICCOLO LATTE PA \$590

Ideal entry level COBAA Membership Benefits

- Provides membership for café coffee roasters, service related businesses, café suppliers, wholesalers and manufacturers
- Provides the right to use the COBAA Logo on company websites and advertising materials (to be approved by COBAA)
- Listing on the COBAA Supplier Directory
- Invitation to the COBAA "Café Talk" Networking Breakfast events
- Regular eNewsletters, social media feeds and our events updates

CAPPUCCINO PA \$1,000

In addition to the above, this level provides; extended membership access to COBAA Networks and member support services

- Your business advert will be added as website links and contacts shown for your business
- Summary of the "What Shapes Our Australia Café Market" Report
- Up to eight social media and / or eNewsletter stories per annum

GRAND LATTE PA \$1,500

In addition to the above, this level provides; home page COBAA Website exposure as a designer panel advertisement

- Up to twelve social media and / or eNewsletter stories per annum
- First right options for COBAA media and event VIP passes
- Discount staff / sales rep coffee training & coffee appreciation classes
- Detailed "What Shapes Our Australia Café Market" Report
- "Membership Only" Exclusive Offers in the COBAA website membership locked area

Locked "Members Only" area has important café news, services, event updates and member only deal offers!

How to join



COMPLETE THIS FORM AND SEND TO:

FAX: (02) 6583 7169 **POST:** COBAA PO BOX 58 POTTS POINT 1335 **EMAIL:** ENQUIRIES@COBAA.COM.AU

COMPANY DETAILS

Company Name:

Street Address:

Town: State: Postcode:

Telephone: () Fax: ()

Website:

Contact 1: Department Title:

First Name: Surname:

Twitter Name: Facebook Name:

Email: Mobile:

Contact 2: Department Title:

First Name: Surname:

Twitter Name: Facebook Name:

Email: Mobile:

Accounting Contact

First Name: Surname:

Telephone: () Email:

ADDITIONAL COBAA LISTING REQUIREMENTS

Please provide a high res file of your company logo via email please circle Yes / no

Would you like to be added to our regular eNewsletters and event updates please circle Yes / no

Do you have any other special requirements?

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COBAA CORPORATE MEMBERSHIP

PLEASE TICK

☐ Piccolo Latte PA \$590

☐ Cappuccino PA \$1,000

☐ Grand Latte PA \$1,500

PAYMENT OPTIONS

Total Value: \$.....

Payment by credit card: ☐ Visa ☐ Mastercard ☐ Amex

Name on card:

Card Number: _ _ _ _ _

Exp: _ _ / _ _ CSV: _ _ _

Signature:

Payment By Direct Debit Banking Details:

Account Name: COBAA – Café Owners and Barista Association Australia
Commonwealth Bank Of Australia

BSB: 062014 Acc No: 10561944